

Czech Republic Nike JDI

Challenge

The objective was to use highlight our local athlete javelin Barbora Spotakova which won the Olympic games. Only Adidas could advertise during the period of Olympic games as the main sponsor. Despite this restriction Nike realized campaign "Just do it".

Platform/Idea

Right after Barbora Spotakova won the Olympic games we placed one page insertion in the most read daily in Czech Republic- Mlada fronta Dnes. We also installed large sheet on highest building in Prague City tower. This sheet (4000 m2) is largest advertising site which was ever used in Czech Republic.

Results

By placing the sheet on City tower right after the win of Spotakova we proved that Nike is innovative and strong brand. We enabled to celebrate the win of our only athlete with gold medal together with Nike and completely drew attention from Adidas to Nike. Nike was the only one who placed insertion right by editorial article with the same content. It was seen by 300.000 people.

